

The BERBERICH Guarantee
 THE CRADDOCK-TERRY CO., of Lynchburg, Va., having convinced us that CRADDOCK Shoes will wear 30 days longer than any other \$3.50 man's footwear, we take it upon ourselves to guarantee the satisfactory service of every pair. Should any pair of CRADDOCKS that we sell not live up to this guarantee in the strictest sense of the word, we hereby agree to give the wearer a new pair absolutely FREE.
Berberich's

THE CRADDOCK SHOE

\$3.50

One Price for Every
 Wanted Leather
 in Nearly 70
 Different
 Styles



Rising Daily in Public Esteem

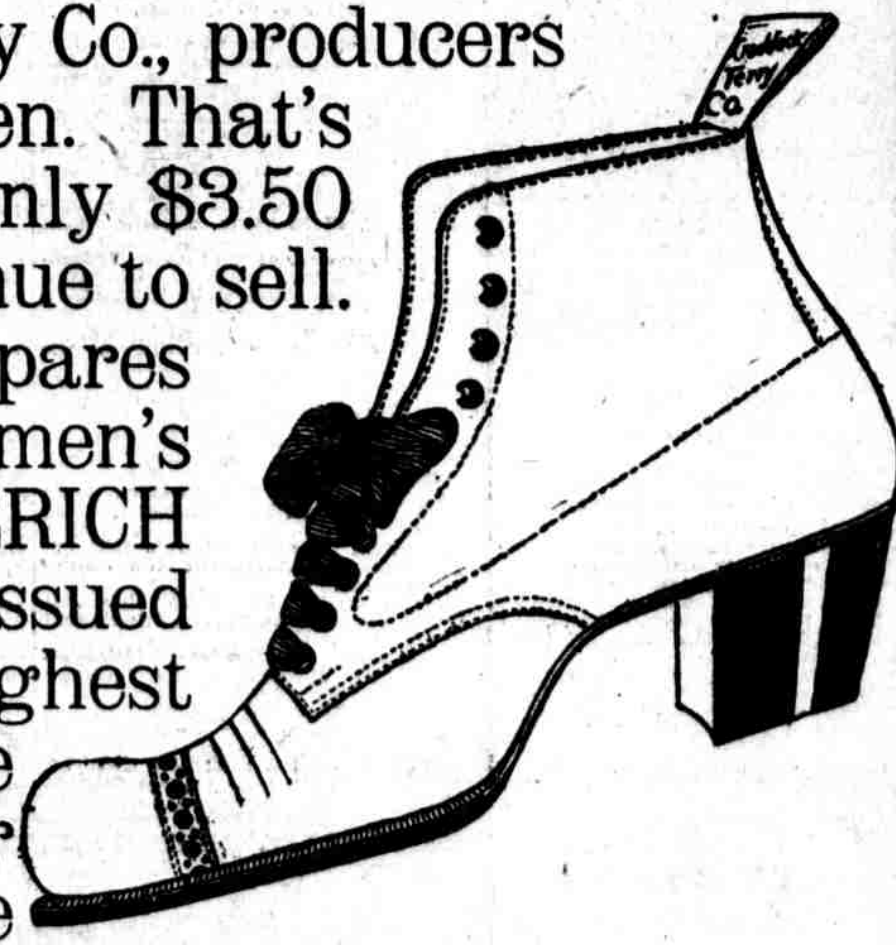
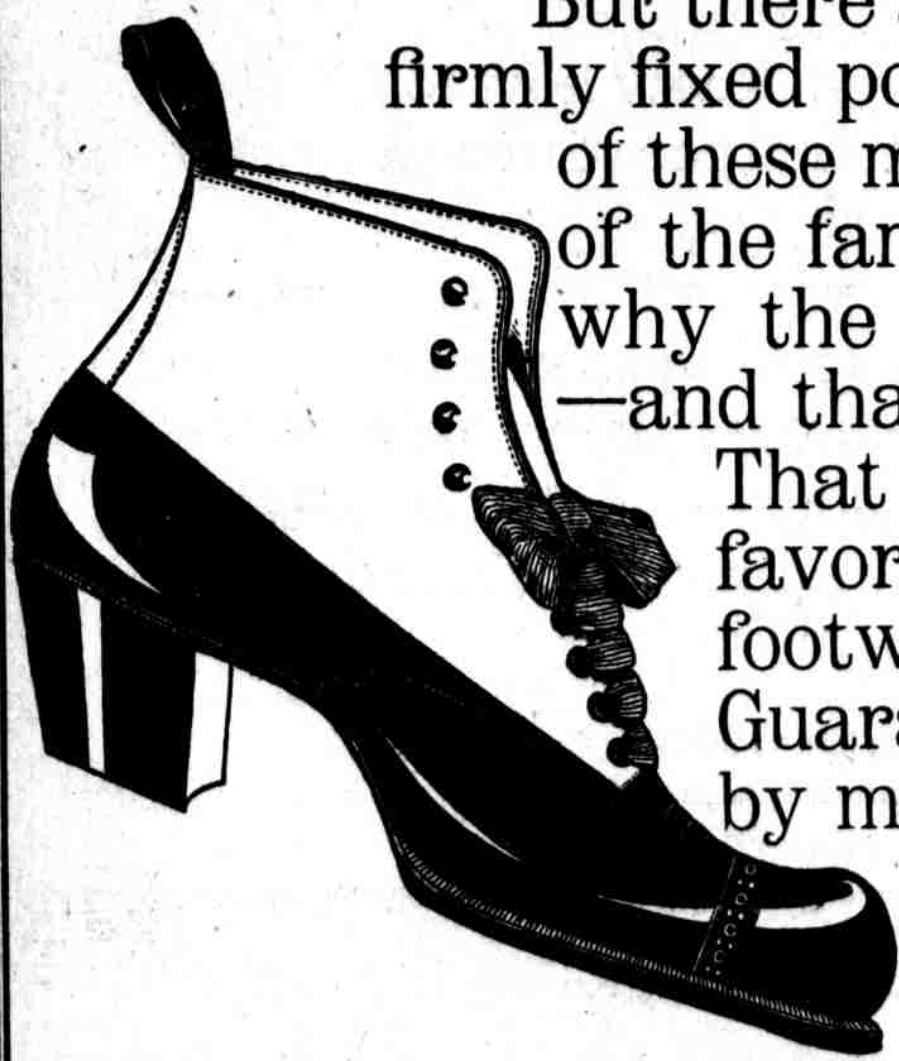
ONLY the careless buyer is embarrassed with the "higher cost of living." The tendency of the times is to increase prices—whether the cost of raw material and labor warrants the increase or not.

But there are certain manufacturers who refuse to budge from their firmly fixed policy of "the lowest possible price to the consumer." One of these manufacturers is the Craddock-Terry Co., producers of the famous \$3.50 CRADDOCK Shoe for men. That's why the CRADDOCK Shoe still sells for only \$3.50—and that's the price at which it will continue to sell.

That the CRADDOCK Shoe at \$3.50 compares favorably with the best \$4.00 and \$5.00 men's footwear is evidenced by the BERBERICH Guarantee, a guarantee as strong as any issued by manufacturers of footwear of the highest price. The manufacturer's assurance of 30 days' more wear in every pair clearly emphasizes the fact that the

CRADDOCK Shoe at \$3.50 is in a class all by itself.

Get a line on our line of CRADDOCKS.



BERBERICH'S

Washington's Largest and Most Progressive Shoe House—Established 1868

Main
Store

1116-22 Seventh St.

Branch
Store

813 Penna. Ave.